

# Burbank Hospitality Association, Inc.

## Meeting Agenda

Wednesday, June 14, 2023, at 3:00pm

Location: Courtyard by Marriott

2100 Empire Ave, Burbank, CA 91504

**A. Roll Call**

**B. Announcements**

**C. Public Comment**

Any person may address the Board on any matter related to the BHA. The public is only allowed to speak at this time for a maximum of five minutes.

**D. Response to Public Comment**

Any Board Member can respond to comments made by the public.

**E. Board Member Comments**

Board Members may comment on events attended and/or report any gift disclosures.

**F. Approval of Minutes**

**ACTION ITEM**

The Board will consider approval of the May 17, 2023, meeting minutes.

*Recommendation: Staff recommends approval.*

**G. Treasurer's Report**

The Treasurer will present the financial report as of April 30, 2023.

**H. Visit Burbank Annual Marketing Strategic Plan Presentation**

**ACTION ITEM**

Strausberg Group will present an annual Media Marketing Strategic Plan for July 2023 – June 2024 for the Board to review and approve.

*Staff Recommendation: Staff recommends approval of the Annual Marketing Strategic Plan for July 2023- June 2024.*

**I. BHA Proposed Annual Budget FY 2023/2024**

**ACTION ITEM**

The Board will review and approve the FY 2023/2024 budget.

*Recommendation: Review and approve the FY 2023/2024 proposed budget.*

**J. IPW Update**

Robin Faulk, Marketing Consultant will provide an update on the 2023 IPW Conference.

*Recommendation: Note and file.*

**K. Destination Development Subcommittee**

Staff will provide an update regarding discussions about a third Superhero statue.

*Recommendation: Note and File*

**L. Board Approved Expenditures**

**ACTION ITEM**

The Board will consider transferring \$41,000 from the holding account to cover the following pre-approved expenses: consultant expenses of \$10,000, legal fees of \$10,000, marketing fees of \$11,000, and ongoing administrative expenses in the amount of \$10,000.

*Recommendation: Staff recommends approval of \$41,000 transfer.*

**M. Future Agenda Items**

Board Members may introduce new items to place on a future agenda, but no discussion or action may be taken on the items.

**N. ADJOURNMENT: Next tentative meeting July 19, 2023.**

<p><b><u>Burbank Hospitality Association, Inc. Board Members</u></b>          Nerissa Sugars, Hollywood Burbank Airport, <b>Chair</b>          Peter Kolla, Hotel Amarano, <b>Vice-Chair</b>          Jamie Keyser, Burbank Chamber of Commerce, <b>Secretary</b>          Danny Kahn, Warner Bros. Studio Tours <b>Treasurer</b>          Alan Tate, Burbank Airport Marriott          Ali Schmidt, Universal Studios Hollywood          Fatima Achhal, SpringHill Suites by Marriott          Stacey Meyer, Residence Inn by Marriott          Edgar Rivera, Hilton Garden Inn Burbank Downtown          Aly Bubbins, Hotel Burbank          Patrick Prescott, Community Development Director (ex-officio)          One (1) Board Member Vacancy</p>
<p><b><u>Key Staff</u></b>          Simone McFarland, Asst. Community Development Director          Mary Hamzoian, Economic Development Manager          Aida Ofsepien, Economic Development Analyst          Robin Faulk, Marketing Consultant</p>
<p><b><u>Administrative Key Staff</u></b>          Teresa Mackey, Bookkeeping</p> <p><b><u>Legal Counsel</u></b>          Aleks R. Giragosian, Colantuono, Highsmith &amp; Whatley, PC</p>

The BHA Board is comprised of 11 voting members. Regular meetings are held monthly the third Wednesday of the month unless that is a City holiday. In that case, the Board will meet the first or second Wednesday. The BHA Board's primary function is to conduct business for marketing and advertising Burbank as a first-rate tourist and convention destination.

The agenda packet consists of documentation relating to agenda items on file at Economic Development Division of the Community Development Department located at 150 N. Third Street during normal business hours and will be posted on the Visit Burbank website at [www.visitburbank.com](http://www.visitburbank.com). The Burbank Hospitality Association, Inc. meeting is disabled accessible. Auxiliary aids and services are available for individuals with speech, vision, or hearing impairments (48-hour notice is required). Please contact the ADA Coordinator at 818.238.5424 voice or 818.238.5035 TDD with questions or concerns.